



SEAGATE

Surveillance Drives

SEAGATE PARTNER GUIDE

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INTRODUCTION

The worldwide market for video-surveillance equipment is expected to grow 12% annually over the next five years¹.

With Seagate as your partner, you can capitalize on this opportunity. Our surveillance-optimized drives are superior in every respect to desktop drives used for surveillance applications. That's critical given the demands this type of video recording puts on drives. Don't put your customers' data at risk by using a desktop drive that's ill equipped for surveillance.

This guide provides the tools you need to develop your expertise in surveillance, including an overview of the features and benefits of surveillance-optimized drives, the Seagate advantage, selling tips, and case studies. You can also access online resources to discover the latest drive technology and reseller tools to help you build your business.

¹ <http://www.twice.com/news/video/global-video-surveillance-market-poised-growth/55623>

USING THIS GUIDE



Scroll or click on links to the left to navigate among sections.



Look for this icon to explore additional online content.



Look for this icon to discover content exclusive to Seagate Partners.



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DRIVES: DESKTOP VS. SURVEILLANCE-OPTIMIZED

Any surveillance system is only as strong as its weakest link.

In today's video surveillance systems, drives are as essential as cameras for recording data. Because desktop drives are especially notorious for failing in surveillance environments, any data loss or corruption can be detrimental to your customers' businesses – and yours.



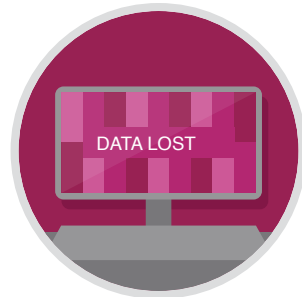


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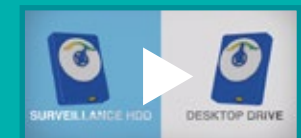


Why risk data loss or experience picture quality so poor, it's unviewable? Desktop drives are built to read and write over a period of about eight-hours a day, 5 days a week. They're not designed to support high camera count, high-definition video, and around-the-clock surveillance systems.



Surveillance-optimized drives are always on – 24/7/365. These drives are attuned to record video 90% of the time, dedicating the other 10% to data playback and review while supporting smooth video streaming from multiple camera inputs. It's an optimal setup for video surveillance systems that require 24-hour recording, high-quality video, and long-term archival storage – the very market that offers so much opportunity.

Need 24-hour recording without the risk of data loss, distorted recordings, or potential drive failure? Surveillance-optimized drives, along with system-specific cameras, are a better option for your surveillance systems.

[WATCH VIDEO](#)



ADD SEAGATE IMPROVE SOLUTIONS

Ensure customers install the most reliable optimized drives for video surveillance.

Seagate surveillance-optimized drives are renowned for their reliability, performance, and flexibility. Our seventh-generation 1-6TB Seagate Surveillance HDDs are an ideal fit for today's surveillance systems requiring high-resolution cameras and increased camera counts.





ADD SEAGATE IMPROVE SOLUTIONS Continued

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Surveillance-optimized drives are essential when building scalable video surveillance systems. Our Surveillance HDDs provide many advantages over desktop drives, including:

- **SUPPORT FOR LARGE STREAMING WORKLOADS:** up to 64 cameras, in systems with up to 16 drive bays
- **IMPROVED RELIABILITY:** up to 20% with 1M hours MTBF, plus improvements for smooth video streaming so you never miss a frame
- **UP TO 400+ HOURS OF HIGH-DEFINITION CONTENT:** 1-6TB capacity
- **IMPROVED VIBRATION TOLERANCE AND BETTER PERFORMANCE** in multi-drive and RAID-enabled systems due to rotational vibration sensors
- **24/7/365 SUPPORT:** We're there when you need us
- **OPTIONAL RESCUE DATA RECOVERY SERVICE PLAN** in the event of data loss or accident
- **3-YEAR LIMITED WARRANTY**



If data is unintentionally deleted or corrupted by viruses, our optional **Rescue Data Recovery Service Plan** provides a fast and easy recovery process within 15 days. Seagate leads the industry in data recovery with a 90% success rate!



LEARN MORE

THE SEAGATE PORTFOLIO

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Security can take many forms. While Surveillance HDD is our major drive for video surveillance systems, we manufacture drives for smaller configurations, as well as larger enterprise surveillance systems.

	SURVEILLANCE HDD SV35 SERIES™ HDD	SURVEILLANCE HDD	ENTERPRISE CAPACITY 3.5 HDD
USAGE			
	Residential, SMB, F&B/Retail, Commercial Facilities	Casinos, Commercial Buildings, Campuses, Hotels, Factories	Command & Control Centers, Casinos, City Surveillance, Border Control, Airports
APPLICATION	Central-monitoring applications, typically using IP cameras	Addresses the need for high-resolution cameras and camera counts, and ensures cost-effective performance and durability in always-on surveillance systems	Bulk storage, data center, government or corporate applications where HD video and/or video analytics are valued
CAMERA COUNT	Up to 32 cameras	Up to 64 cameras	100+ cameras
CAPACITY	1-6TB	1-6TB	1-6TB



Find the Seagate drive that best supports your system by diving deeper into their features.



A Seagate competitor just introduced their first-generation surveillance drive, optimized for streaming but lacking features like R/V functions for scaling, support for NVRs, and Idle 3 for power-saving options with quick time to record. And unable to offer in-house data-rescue services, they bundle third-party services with lower success rates.



THE SEAGATE ADVANTAGE



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1

EXPERIENCE

Seagate has been in the surveillance drive space longer than any other drive manufacturer. From 2006 to today's seventh-generation drives, our experience gives us a unique perspective on what's current and what's ahead to better anticipate customers' needs.

2

INNOVATION

We don't rest on our laurels. We innovate year after year, with an annual investment of over \$1 billion USD a year for research and development.

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RELIABILITY

Seagate Surveillance HDDs are engineered for high-write workloads and multiple video stream recording. The more data recorded, stored, and retrieved, the more valuable that data becomes. It's critical to have drives that excel at performance and reliability.

4

SCALABILITY

Seagate Surveillance HDD drives support 1-64 cameras recording in high definition. RV sensors allow you to design RAID environments with up to 16 drives. Scale up or down with reliability and performance in mind.

5

TOTAL COST OF OWNERSHIP

Factor in system maintenance costs, not just the cost of the drive. The more reliable and compatible your drive is to its environment, the more you save in the long run in costs and unhappy customers.

Consider total cost of ownership, not just the drive. Our Surveillance HDD drives can lower system costs as much as 30% while also enhancing overall performance and reliability, preventing expenses related to drive failures or corruption.



THE SALES OPPORTUNITY

Partner with an industry leader and stay on top of these surveillance system trends



THE WORLDWIDE MARKET FOR VIDEO-SURVEILLANCE EQUIPMENT IS EXPECTED TO GROW 12% ANNUALLY OVER THE NEXT FIVE YEARS¹


Selection and optimization of drives to manage data capture, storage, and management will be of utmost importance.



EQUIPMENT VENDORS, DISTRIBUTORS, AND INTEGRATORS ARE UNDER PRESSURE TO DIFFERENTIATE TO MAINTAIN LEADERSHIP POSITIONING OVER THE NEXT TWO YEARS

Seagate's portfolio of surveillance-optimized drives delivers performance, reliability, and scalability, plus support whenever you need it.

¹ <http://www.twice.com/news/video/global-video-surveillance-market-poised-growth/55623>



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EXPECT A GREATER EMPHASIS ON VIDEO SURVEILLANCE FOR DATA ANALYTICS TO OPTIMIZE PRODUCTS AND SERVICES

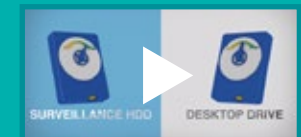
Seagate's portfolio of surveillance-optimized drives is particularly well suited to meet this demand



VIDEO-SURVEILLANCE EQUIPMENT SOLD THROUGH DISTRIBUTION CHANNELS IS FORECASTED TO INCREASE

Most surveillance systems are diskless when sold through distributors, so expect growth in drive demand, providing an opportunity for Seagate partners.

Seagate surveillance-optimized drives have served customers worldwide since 2006. As you read this, our drives are capturing, archiving, and analyzing data for businesses, retail centers, schools, hospitals, airports, government buildings, outdoor arenas – anywhere cameras are located.



 WATCH VIDEO

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SELLING KNOW-HOW

Make a compelling case for Seagate surveillance-optimized drives over desktop drives.

Here are a few key questions to get the conversation started with customers.

WHAT ARE YOUR SURVEILLANCE SYSTEM REQUIREMENTS?

(HOW MANY CAMERAS? HOW LONG WILL YOU KEEP YOUR VIDEO FOOTAGE?)

For multiple cameras and 24-hour recording, the seventh-generation 6TB Seagate Surveillance HDD supports up to 64 cameras for always-on recording – 24 hours a day, 365 days a year. Our surveillance-optimized drives offer great flexibility, integrating with whatever system requirements are in place.



Surveillance Drive Selection Guide



Technical Specifications



SELLING KNOW-HOW CONTINUED

WILL YOU USE ANY EXISTING INFRASTRUCTURE TO SUPPORT THE NEW SYSTEM?

Any component not up to the task can be the weakest link in a surveillance system. If the conversation shifts to capabilities, emphasize Seagate's higher capacity and throughput to accommodate streaming, data replication, and storage demands. If video analytics are the focus, highlight how Seagate surveillance-optimized drives read and write for a relational database to ensure performance and data integrity.

DO YOU HAVE ANY CURRENT CHALLENGES RELATED TO SURVEILLANCE SYSTEMS?

Drives that aren't optimized for surveillance can fill up too fast, crash, or present corrupted footage. Underline the importance of surveillance-optimized drives to handle the workload and output quality data. Plus, in addition to Seagate's performance and reliability in surveillance environments, our optional 3-year Rescue Data Recovery Service plan protects against data loss with a recovery rate of 90% – the best in the industry.

[Surveillance Drive Selection Guide](#)[Technical Specifications](#)

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PARTNERS IN THE SPOTLIGHT

Discover why our partners rely on Seagate drives for their surveillance systems.



An Infinova Company

 [VIEW CASE STUDY](#)

March Networks trusts Seagate with security for retail and banking customers.

“ Adoption of [Seagate] drives was prompted by their low failure rate, high capacity (up to 4TB) and affordability. The Surveillance HDD provides durable and reliable performance and is tuned to handle the high-write workloads of March Networks’ 24/7 video surveillance systems.

- Ken Maughan, March Networks

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ONCAM
GRANDEYE

 [VIEW CASE STUDY](#)

Oncam Grandeye looks to Seagate to maintain its competitive edge.

“ We were looking for products which were server-quality, with AV applications in mind, and Seagate has proved to be a market leader in developing this kind of technology. We found that Seagate had the right technical specifications for our requirements, the best match for price, performance, and storage capacity.

- Bryan Waters, Grandeye/Oncam ”



Dallmeier

 [VIEW CASE STUDY](#)

Dallmeier relies on Seagate to fight crime everywhere, from airports to casinos.

“ Other storage systems couldn't always keep up with our high quality requirements, but Seagate hard drives have distinguished themselves with extremely high reliability and low breakdown rates.

- Thomas Reisinger, Technical Director at Dallmeier ”

 [View More Success Stories](#)

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PROFIT FROM YOUR PARTNERSHIP

Drive your success with Seagate

There's much more to discover about Seagate surveillance drives beyond this guide. Find a wealth of exclusive resources online, including co-branded marketing materials, as well as training and support.

TAKE THE NEXT STEP TOWARD INTRODUCING CUSTOMERS TO THE ADVANTAGES OF SEAGATE SURVEILLANCE-OPTIMIZED DRIVES:



Join the Seagate Partner Program



Visit the Seagate Partner Portal

WHERE TO BUY:



Store Locator



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PARTNER RESOURCES

Seagate Partner resources are a click away.

With any web-enabled device, you can access a wealth of resources about surveillance systems, drives, and Seagate. We've curated some content for your use below, and upon signing up for access to the Seagate Partner website, there's even more to discover.

 [Video vs. Desktop HDDs](#)

 [Surveillance Data Sheet](#)

 [Rescue Service Flyer](#)

 [Surveillance Drive Selection Guide](#)

 [Sales Card](#)

 [Case Studies](#)

 [Training: Surveillance + Rescue Services](#)

 [Training: Surveillance Market Research Study Trends & Opportunities](#)

 [Surveillance Cheat Sheet](#)

 [Surveillance Industry Trends Report](#)

 [Surveillance HDD Product Photos](#)

 [Surveillance HDD Data Sheet](#)

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TECHNICAL SPECIFICATIONS

Some highlights of our Surveillance HDD include:

- 6TB capacity that supports up to 16 drives per system and up to 64 cameras per drive
- 24/7 operation with 1M hours MTBF
- Precision-tuned for high-write workloads and smooth video streaming
- Idle3 spin control conserves power and improves reliability during archival periods
- Rotational vibration sensors for reliable performance in multi-drive systems with RAID support
- Optional 3-year Rescue Data Recovery Service plan protects against data loss

FOR COMPLETE TECHNICAL SPECIFICATIONS, CONSULT OUR DATA SHEETS.



DATA SHEETS

Visit Seagate's Surveillance Solution Center for the latest tips and tools:

<http://www.seagate.com/solutions/video-surveillance-systems/>

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